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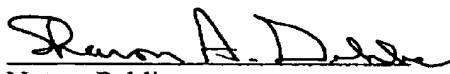
AMENDMENT**NO. 10/605,814**

TO: MAIL STOP -- NO FEE
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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION OF)
James BAECHLE and Thomas H. RADFORD)

SERIAL NO.: 10/605,814)

Group Art Unit: 3727

FILED: October 23, 2003)

Examiner: Foster, Jimmy G.

FOR: MODULAR PACKAGING SYSTEM FOR)
SHIPPING AND DISPLAYING)
PALLETIZED RETAIL PRODUCTS)

BY FAX ONLY TO 703-872-9306

Mail Stop NO-FEE Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450AMENDMENTINTRODUCTORY COMMENTS

Applicants have carefully studied the Examiner's remarks and cited references in the Office Action dated March 7, 2005, and request reconsideration of the application in view of the following amendments and remarks.

profile presents at least two functional advantages to applicants' system.

New claims 15 and 16 require that the outer spacer sleeves and inner support posts be formed from paperboard, which is not taught by any of the cited references.

New claim 17 requires that the outer spacer sleeves and inner support posts are formed paperboard tubes, which is not taught by the cited references.

New claim 18 requires that the trays are formed from corrugated board which provides structural strength, low cost, and recyclability. Kawasaki's trays appear to be metal. In any event, Kawasaki does not teach trays formed of corrugated board. Trygg's trays are plastic (col. 2, line 50).

In summary, none of the cited references teaches applicants' unique modular system of packaging products for palletized shipment and display. The system is particularly suited for shipping and displaying irregularly shaped items or items that cannot withstand vertical stacking forces, such as soft-packaged products, since the system, not the products, bears the entire stacking load. The system can be made entirely of corrugated board (the trays) and formed paperboard posts (the inner and outer posts), yet is strong enough not only to support the weight of the products on the trays but also to withstand the weight of one or more units stacked on top. The system maintains its visual appeal as products are purchased and trays are removed.

Summary

It is believed that this paper constitutes a complete response to the Office Action mailed March 7, 2005, and an early and favorable action allowing claims 1-7 and 9-20 is respectfully requested. The Examiner is invited to telephone applicants' undersigned attorney if any